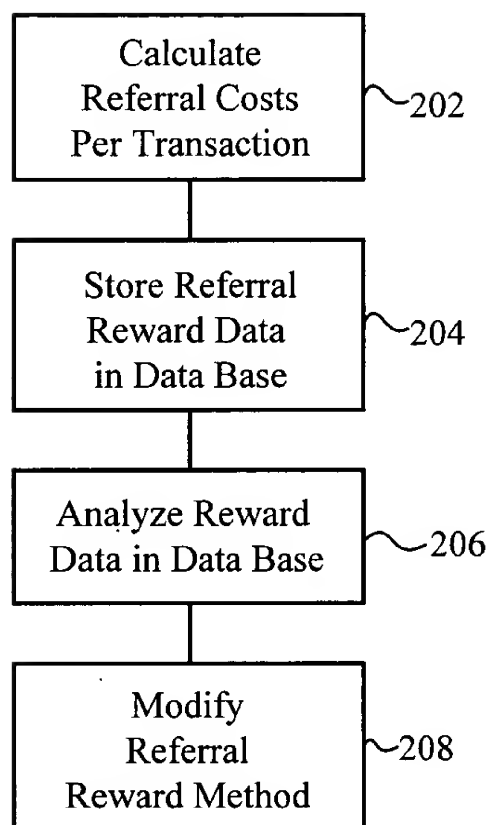


Fig. 1

*Fig. 2*

3/10

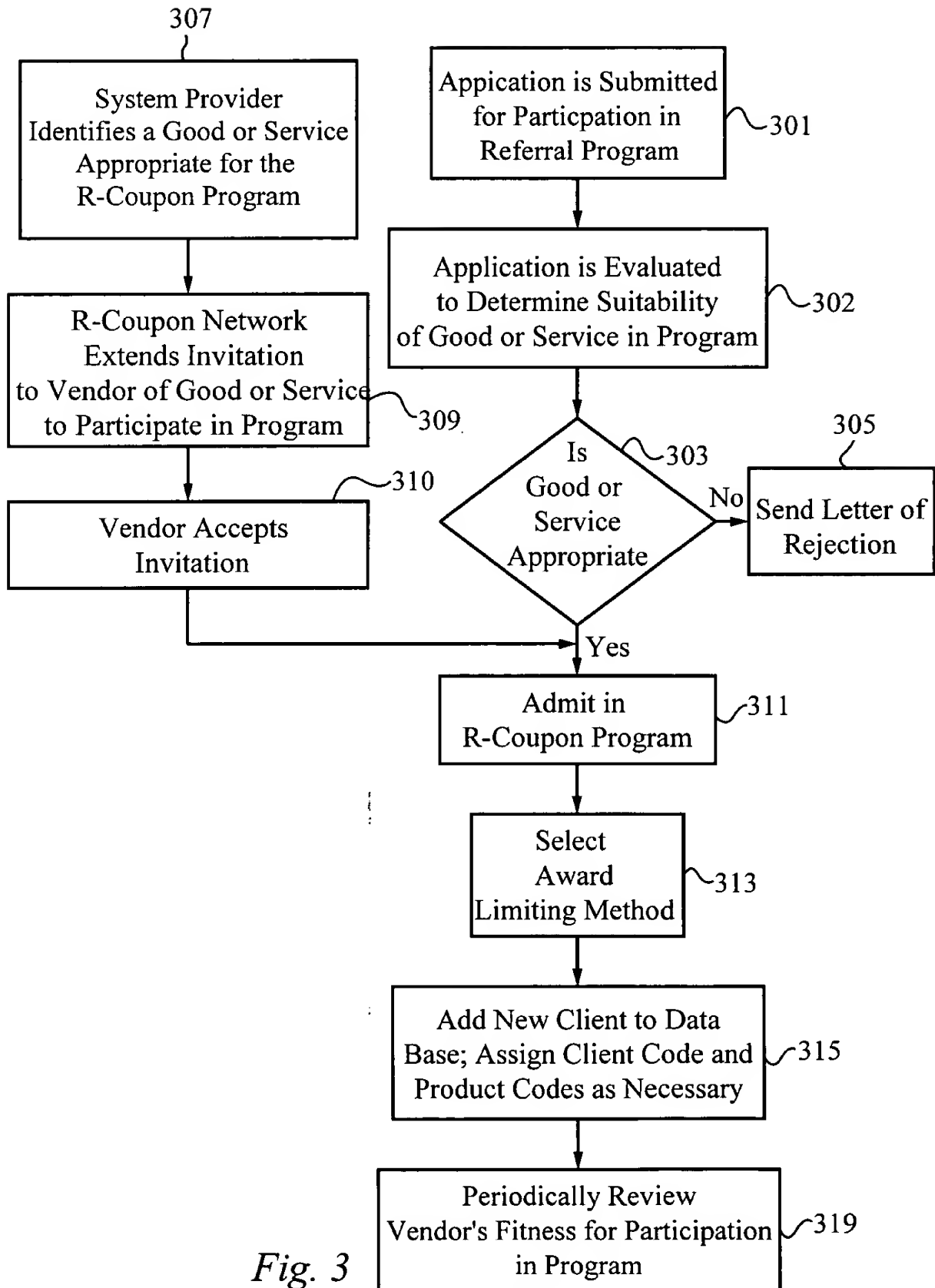


Fig. 3

4/10

402

Dear John

I recently purchased an xyz sports utility vehicle .
I thought about the last time I visited you and we went fishing, when
your camper had difficulty with the terrain. I am extremely pleased
with the model I purchased, and thought you should take a look
at it. Through the attached coupon with my referral you can get
a substantial discount.

Enjoy!

Mike

404

r-coupon
harvesting goodwill

Click here for information about
the rewards program.

406

Vender Icon
or Trademark

Click here for more information
about the xyz sports utility vehicle
and the cash rebate available to
you through the rewards coupon
program.

Fig. 4

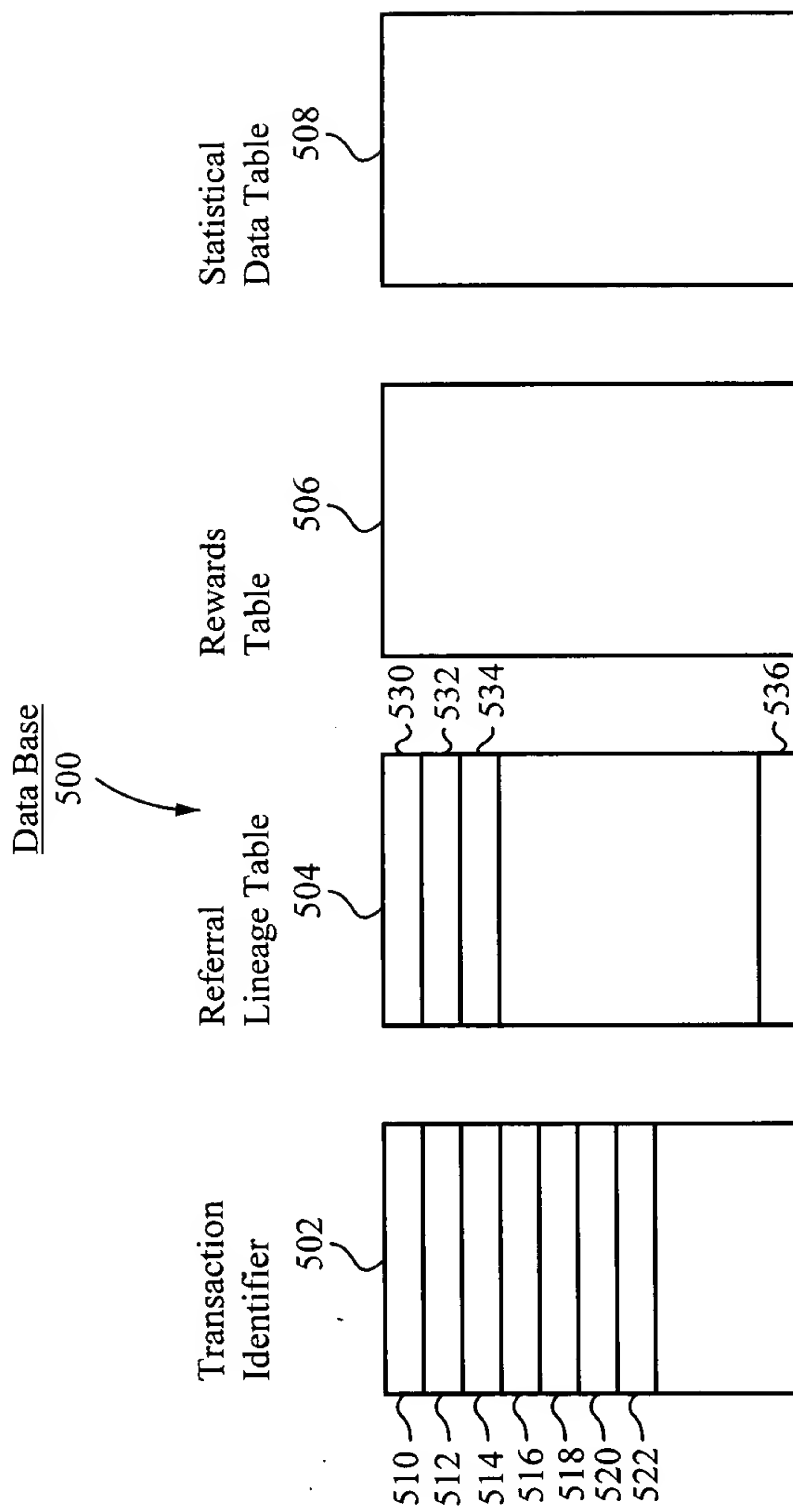


Fig. 5

6/10

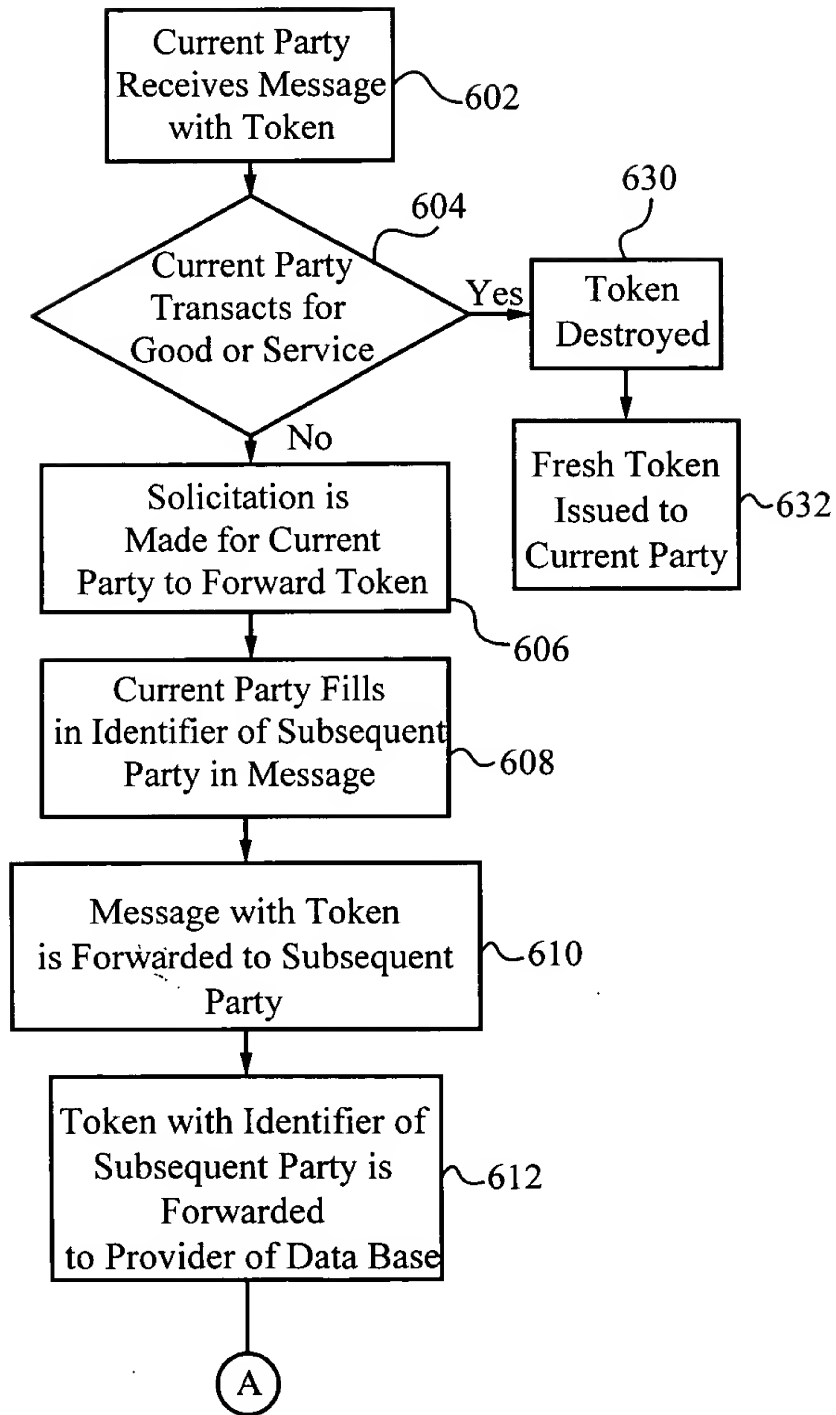


Fig. 6

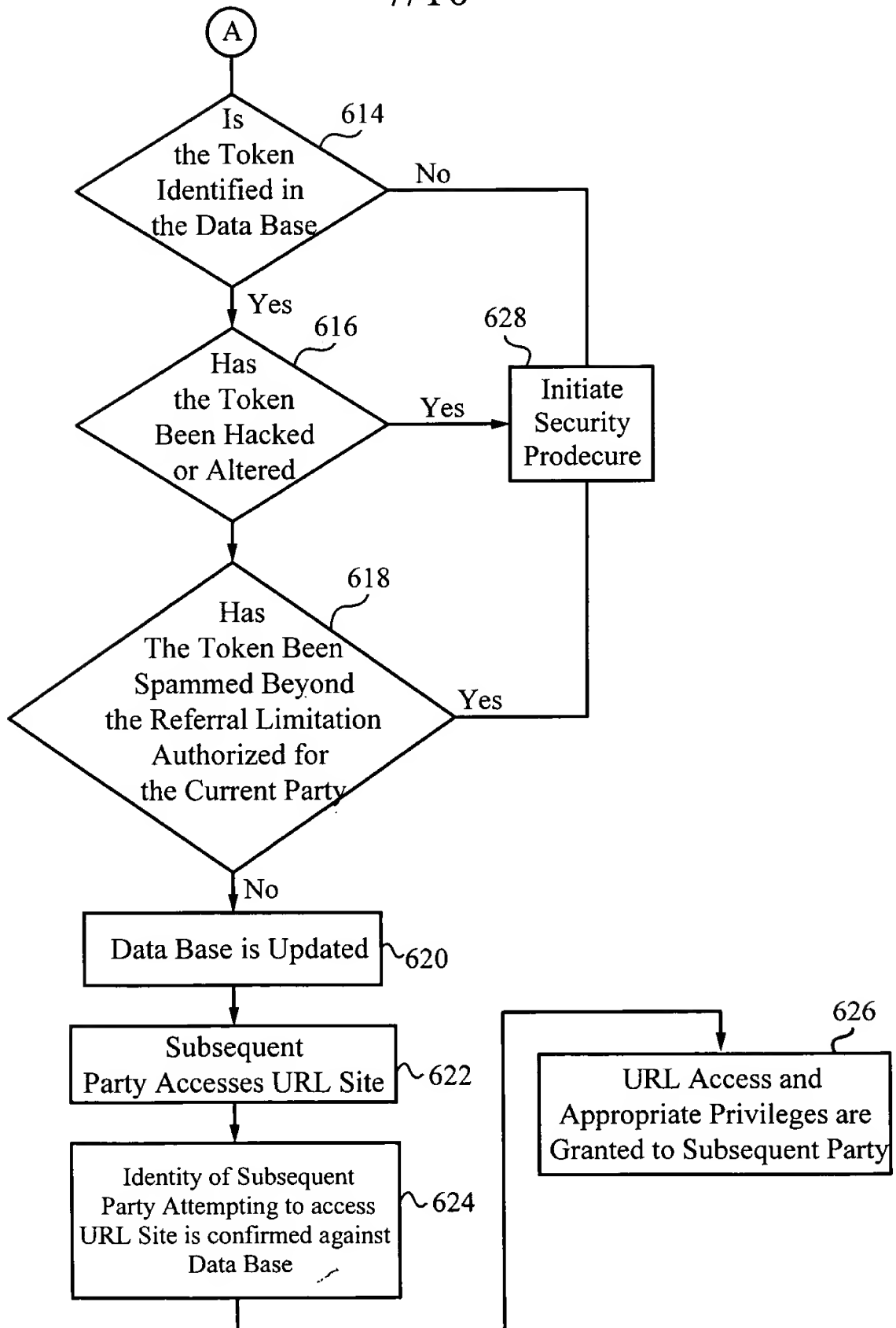


Fig. 7

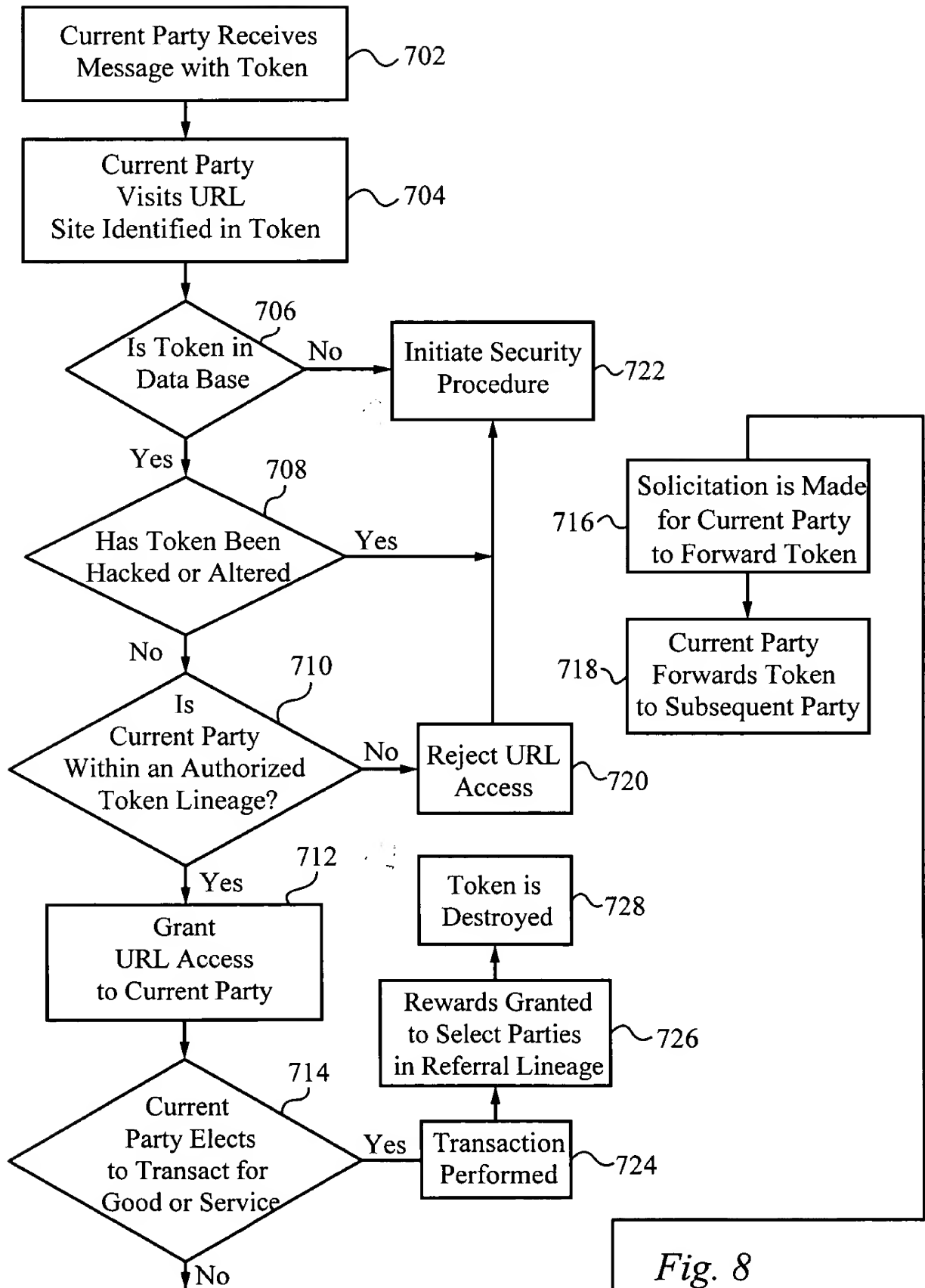


Fig. 8

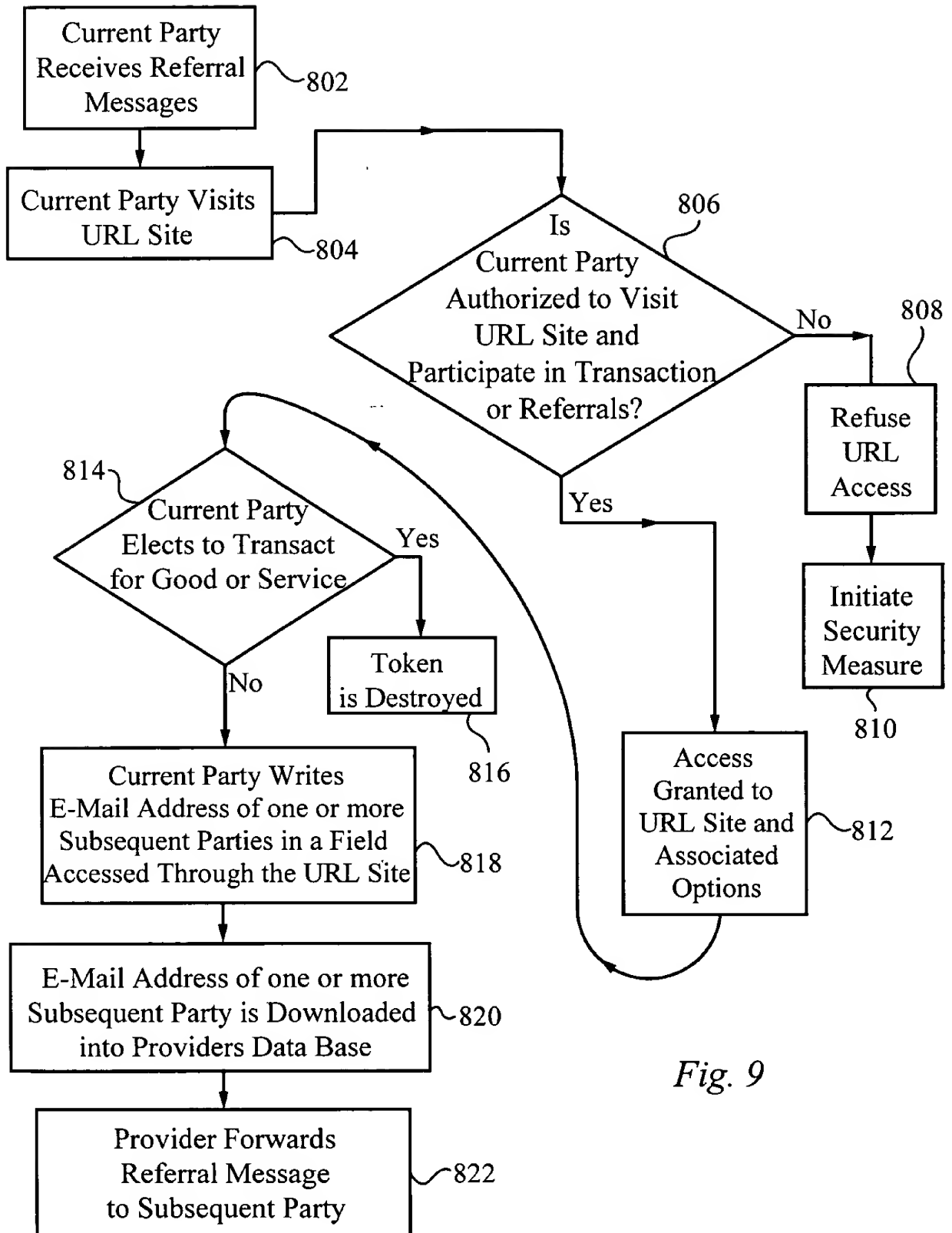


Fig. 9

REFERRAL REWARD DISTRIBUTION AUTO INDUSTRY EXAMPLE

<u>Situation Description</u>	Numbers of Individuals receiving referral rewards	Original Referrer	Last Referrer	Intermediate Referrer
Originator directly to buyer	1	\$300	-NA-	-NA-
Last referrer, no intermediate referrers	2	\$100	\$200	-NA-
One intermediate referrer	3	\$100	\$200	\$200
Two intermediate referrers	4	\$100	\$200	\$100
Four intermediate referrers	6	\$100	\$200	\$ 50

Fig. 10